

**SYSTEM AND METHOD FOR ADAPTIVE FORMATTING OF IMAGE
INFORMATION FOR EFFICIENT DELIVERY AND PRESENTATION**

Abstract of the Disclosure

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A content server distributes image information to networked devices. The content server receives a request for delivery of information to a networked device, including image information. The content server determines, based on at least one of an image delivery parameter and an image presentation parameter associated with the networked device, an image format for the image information for delivery of the image information to the networked device and for presentation of the image information at the networked device. The content server sends a response to the networked device, responding to the request, the response comprising at least a portion of the image information in the image format. The image delivery parameter corresponds to at least one network communication link type and the image presentation parameter corresponds to at least one presentation platform type.